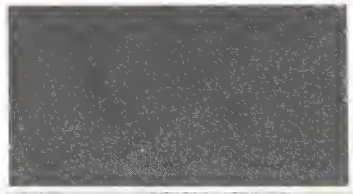


WHAT BUILDERS SAY

about concrete masonry homes



PORTLAND CEMENT ASSOCIATION • 33 WEST GRAND AVENUE • CHICAGO 10, ILLINOIS

What builders say...



The activities of the Portland Cement Association, a national organization, are limited to scientific research, the development of new or improved products and methods, technical service, promotion and educational effort (including safety work), and are primarily designed to improve and extend the uses of portland cement and concrete. The manifold program of the Association and its varied services to cement users are made possible by the financial support of over 70 member companies in the United States and Canada, engaged in the manufacture and sale of a very large proportion of all portland cement used in these two countries. A current list of member companies will be furnished on request.

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"Wonderful success" with concrete masonry homes.

ALBERT BALCH
Seattle, Wash.

"Versatility of concrete block . . . has sales appeal."

BOYD T. PRIOR, The Lusk Corp.
Tucson, Ariz.

"We built over 1,500 . . . Forever Houses. Each house featured concrete block walls . . . ."

J. DOUGLAS PARDEE, Pordee-Phillips Construction Co.
Los Angeles, Calif.

"Concrete masonry units were chosen . . . because of eye-appeal, economy, permanence, low maintenance, fire-resistance . . . .".

RALPH B. ROGERS, Hollywood Development Corp.
Shreveport, La.

"Precision construction with durable materials . . . gives the home-owner more for his money."

JAMES ROSATI
Largo, Fla.

"We have built and sold over 5,000 concrete masonry homes."

SAM HOFFMAN, F & S Construction Co.
Phoenix, Ariz.

". . . we build exclusively with concrete masonry walls and concrete floors."

JOHN F. LONG
Phoenix, Ariz.

"Our companies have had wonderful success with concrete block in the construction of over 2,000 homes . . . ."

DALE J. BELLAMAH, Dole Bellomoh Enterprises
Albuquerque, N.M.

". . . we have found that concrete masonry costs one-half as much as other masonry materials in place."

YALE EPSTEIN, Yale Construction Co.
Tucson, Ariz.

Parkwood Development, Seattle, Wash.

"WE HAVE BEEN BUILDING CONCRETE BLOCK HOMES FOR OVER 10 YEARS"

"We have been building concrete block homes for over 10 years, and have had wonderful success with them in every way. We have built concrete block homes to sell for $7,000 to $23,500 and we are still building concrete block houses for the $8,700 market, for the $12,500 market, and the $20,000 market.

"We have built over 2,000 houses with concrete block."

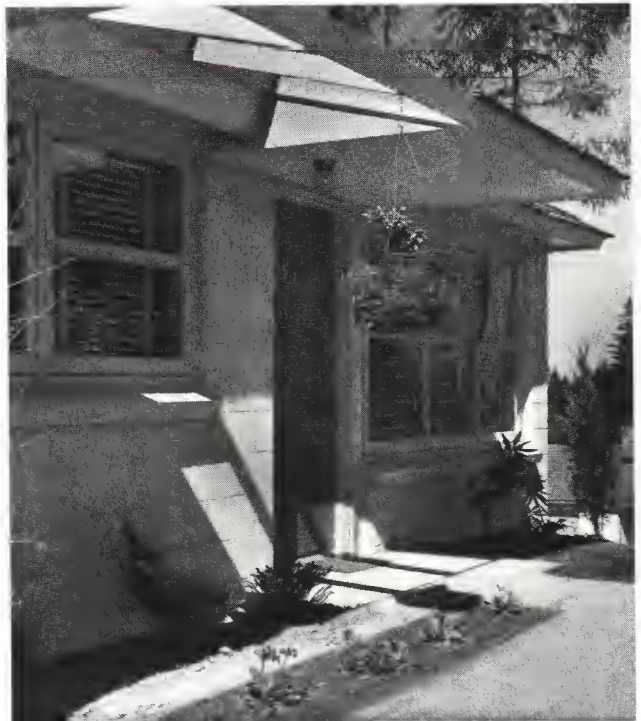
ALBERT BALCH,
community builder,
Seattle, Wash.



This attractive community is Albert Balch's Parkwood Development in Seattle. These economy houses won first prize in a neighborhood-development contest sponsored by the National Association of Home Builders. The exterior walls are of concrete masonry and each house has a concrete floor.



Individual homes in the Parkwood Development have charm and eye-appeal.



The inviting entrance to one of the Parkwood homes. Concrete masonry walls have been painted with portland cement paint.

Glen Heather Estates, Las Vegas, Nev.

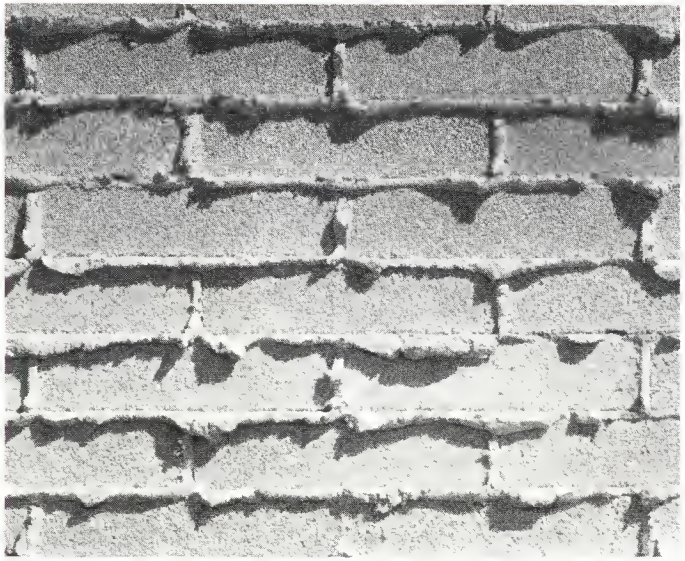
"MORE LIVING SPACE FOR OUR HOME-BUYERS"



A street in the Glen Heather Estates development, Las Vegas, Nev., built by The Lusk Corp. When the photographs of the development were taken, 108 individual houses had been completed or were under construction and plans called for the erection of 325 additional homes. Three- and four-bedroom, two-bath houses with 1,650- to 1,850-sq.ft. floor area are in the $18,000 to $25,000 price bracket. The houses have concrete slab floors with carpeting or composition tile covering.

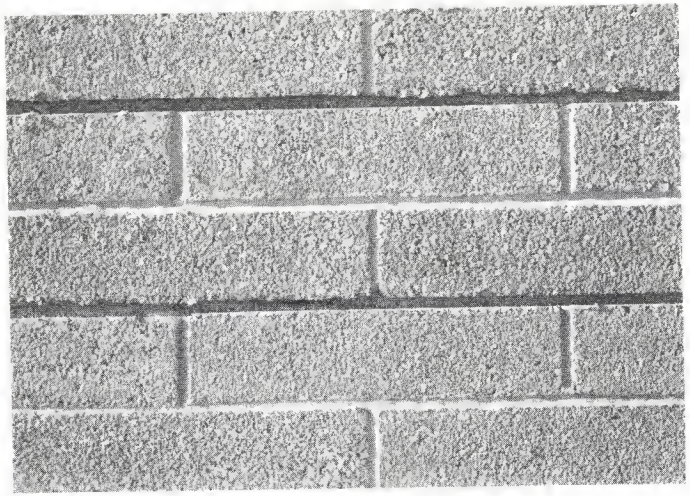
"The Lusk Corp. has for two years won national awards for neighborhood development. There have been unusual acceptance and demand for exposed masonry interior walls. We have found that the versatility of concrete block joint treatment, designs, colors and textures has sales appeal. In addition, masonry enables us to translate material and construction savings into more living space for our home-buyers."

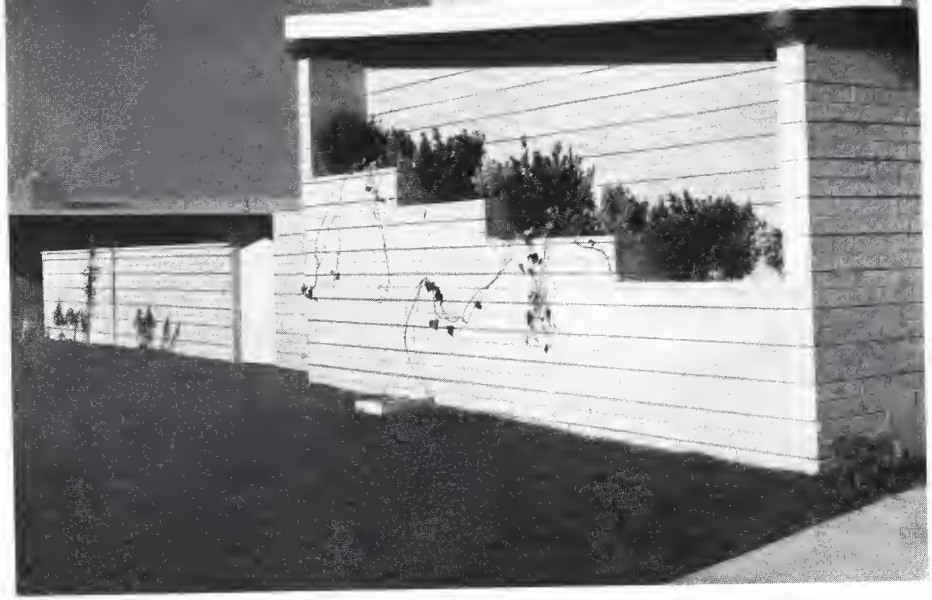
BOYD T. PRIOR, *vice-president,*
The Lusk Corp.,
Tucson, Ariz.



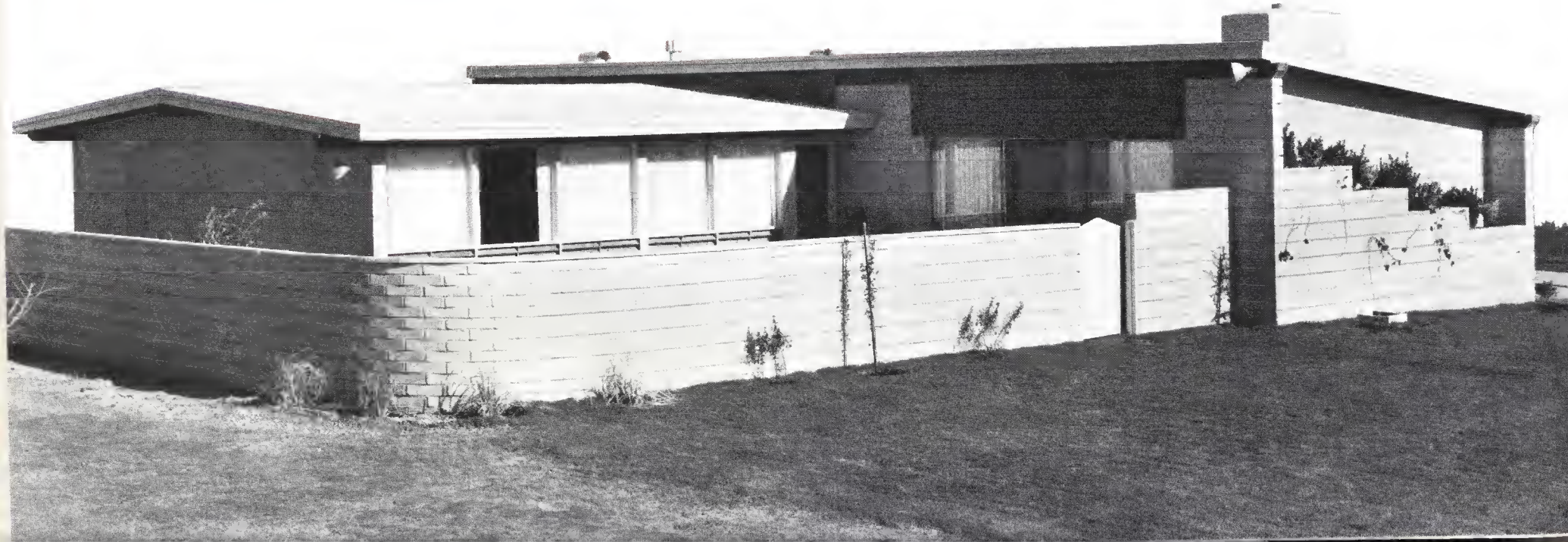
These concrete masonry walls are laid with extruded mortar joints, shown in closeup at left.







These photographs show another concrete masonry joint treatment used in this development. Every second horizontal joint is partially raked out, which results in bold shadow lines and emphasizes the low silhouette of the house.



Forever Houses, South Whittier, Calif.

"CONCRETE BLOCK WALLS PROVIDE FOR PERMANENCY"

"We built over 1,500 three- and four-bedroom, two-bath Forever Houses. Each house featured concrete block walls and concrete driveways and terraces.

"Concrete block walls provide for permanency. They do not deteriorate like other less durable materials. An occasional paint job makes any concrete masonry house look like new in a hurry.

"Because of the high satisfaction and fine reception by the families now enjoying the beauty, safety, economy and insulating qualities of their Forever Houses, we are planning to build more of these budget-priced homes. Concrete masonry walls will be the top feature."

J. DOUGLAS PARDEE,
Pardee-Phillips Construction Co.,
Los Angeles, Calif.



Forever Houses in South Whittier, Calif. The Forever House, designed and constructed by Pardee-Phillips Construction Co., of Los Angeles, Calif., and Las Vegas, Nev., has won a number of national awards.



Wall construction is of concrete masonry laid in running bond and finished with portland cement paint.



Hollywood Heights, Shreveport, La.

CONCRETE MASONRY CHOSEN FOR "EYE-APPEAL, ECONOMY, PERFORMANCE"

"Concrete masonry units were used in all the 132 three-bedroom homes in Hollywood Heights, Shreveport, La.

"Concrete masonry units were chosen for the walls because of eye-appeal, economy, permanence, low maintenance, fire-resistance, good insulation and elimination of problems of rot, termites or rodents."

RALPH B. ROGERS,
Hollywood Development Corp.,
Shreveport, La.



Hollywood Heights, Shreveport, La., is being developed as a quality-home project. It is located on a 240-acre tract of wooded land with sites for 1,000 homes. All streets and sidewalks are concrete.



The three-bedroom houses contain 939 sq.ft. of floor area and sell for $9,500 to $10,500 including lot. Some have roofed carports.



Exterior concrete masonry walls are laid in running bond and in 4-in. high courses and are finished with portland cement paint. Partition walls are concrete masonry, painted. The concrete slab floors are built integrally with the foundation walls.

Orange Lake Village, Largo, Fla.

"GIVES THE HOME-OWNER MORE FOR HIS MONEY"

James Rosati, the developer and builder of Orange Lake Village, near Largo, Fla., has built more than 9,000 homes in the state—all with enduring concrete masonry walls.

Mr. Rosati sums up the reasons for his success as a home-builder in these words: "Precision construction with durable materials, in well-planned communities using big-scale production efficiency, gives the home-owner more for his money."



Builder Rosoti chose running bond, a pattern familior to most mosons, to obtoin ottroctive wolls ond efficient production. Floors in all homes are concrete slob, many hoving terrazzo finishes of selected colored marble chips in cement mortar.



Orange Lake Villoge, near Lorgo, Flo., is o community of 1,000 homes, with a shopping ond recreotion center ond other community buildings.



The pointed mosonry woll is o suitoble bockground for such decorotive touches os this precast concrete seo horse.



Hoffman Homes, Kearns, Utah

"UNEQUALED RESISTANCE TO WEATHER"

"We have built and sold over 5,000 concrete masonry homes. Wide consumer acceptance of concrete masonry construction has been a basic ingredient in our success. This acceptance has grown out of a combination of many advantages enjoyed by concrete masonry houses—variety of design, fine appearance and comfort, as well as their unequaled resistance to weather, decay, termites and fire."

SAM HOFFMAN, *president*,
F & S Construction Co.,
Phoenix, Ariz.



There are more than 1,300 concrete masonry homes in this development at Kearns, Utah, near Salt Lake City. They range in size from 1,100 to 1,600 sq.ft. and are priced from $9,250 to $12,000.

Throughout the project, 4-in. high block were used for the walls. They are in scale with the overall dimensions of the homes and contribute to the attractive appearance of the neighborhood.

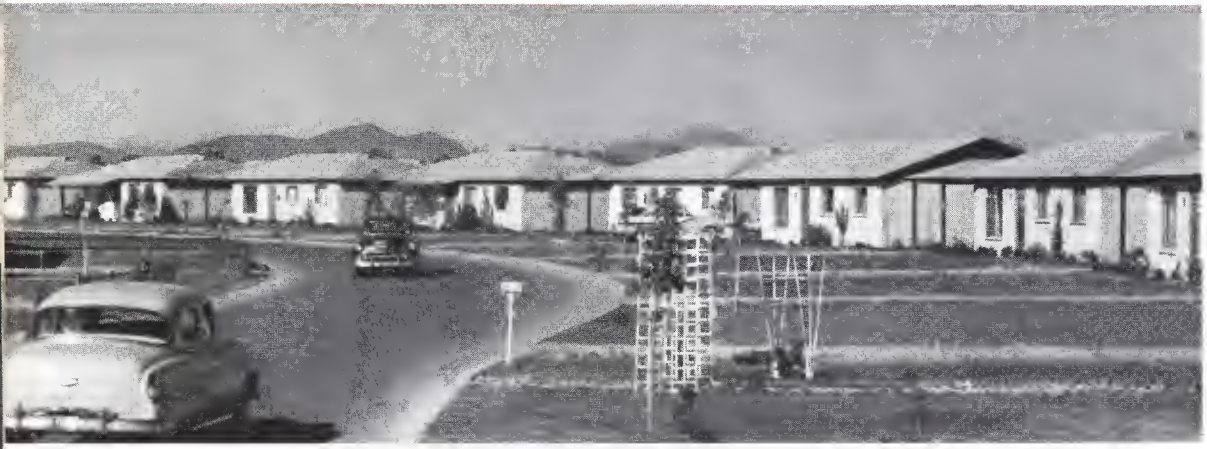


The F & S Construction Co., builder of Hoffman Homes and one of the largest home-builders in the country, has used concrete block successfully in areas exposed to severe winters, as well as in milder climates.



Maryvale Gold Ribbon Homes, Phoenix, Ariz.

"WE BUILD EXCLUSIVELY WITH CONCRETE MASONRY WALLS AND CONCRETE FLOORS"



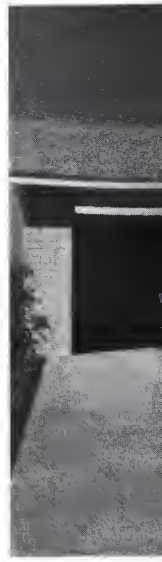
Maryvale, in Phoenix, Ariz.—a street is shown here—built by John F. Long, Home Builders, Inc. The builder placed seven of the new homes on display in a special gala showing. These new models were designated as Gold Ribbon Homes and were complete in every detail, including landscaping.

"Maryvale was designed as a model, suburban community—complete with Arizona's largest shopping center, schools, churches, hospital, medical center—every convenience that would be needed by a community with an eventual population of about 30,000. Therefore, for the sake of civic pride, it is doubly important that every home-owner be thoroughly satisfied that he has received the very highest home value available in Arizona.

"That's why we build exclusively with concrete masonry walls and concrete floors. Our prices range from $8,000 to $12,000 for an air-conditioned model, and all models have three or four bedrooms, two baths, living room and separate family room—certainly proof enough that purchasers are receiving plenty of value for their home-buying dollar."

JOHN F. LONG, *president,*
John F. Long, Home Builders, Inc.,
Phoenix, Ariz.





Shown here are two of the Gold Ribbon Homes. Special showings of the model homes, advertised as "The Greatest Home Show on Earth," have attracted thousands of visitors. The builder used showmanship to create excitement about his houses — salesmanship to turn shoppers into buyers.



In this bedroom in one of the Gold Ribbon Homes, the concrete mosonry wolls ore pointed. The concrete slob floor is covered with woll-to-woll corpeting.



The masonry wall is o pleosont background for this inviting fireploce corner of the living room in o Gold Ribbon Home.



Concrete mosonry loid in 4-in. high courses is standord construction in Moryvole homes.



Princess Jeanne Park, Albuquerque, N.M.

"WONDERFUL SUCCESS WITH CONCRETE BLOCK"

"The high percentage of concrete masonry homes in Princess Jeanne Park is not the result of accidental planning. Our companies have had wonderful success with concrete block in the construction of over 2,000 homes in other developments in Albuquerque and other New Mexico cities. It has been our experience that customer acceptance of a concrete masonry home is strong.

"The recent developments in the use of integral color, and the addition of the split face technique, have given rise to a practically unlimited field of use."

DALE J. BELLAMAH,
Dale Bellamah Enterprises,
Albuquerque, N.M.



Princess Jeanne Park, Albuquerque, N.M., was developed by Dale Bellamah, who has received two national awards and favorable recognition in leading builder and housing magazines. The subdivision embraces some 330 acres and has 1,430 building sites, a shopping center and many recreational facilities.



Home-buyers can select their homes from nine different models, varying in size from 886 to 1,384 sq.ft. Seven of the models feature concrete slab floors; three feature concrete masonry walls. Concrete masonry houses account for about half of the total sales. Shown here is one of the masonry homes built with integrally colored split block.



Fireplace wall of integrally colored split block laid in a coursed ashlar pattern is an excellent background for decorative metalwork.

Yale Estates, Tucson, Ariz.

"SAVING IN COST . . . ENABLES US TO GIVE THE PROSPECTIVE HOME-BUYER MORE LIVING AREA"

"The excellent insulating qualities of concrete masonry are a sales advantage in a highly competitive market. Also, we have found that concrete masonry costs one-half as much as other masonry materials in place. This saving in cost at no sacrifice in quality enables us to give the prospective home-buyer more living area. Our experience proves that increased space is an important sales advantage."

YALE EPSTEIN, *president*,
Yale Construction Co.,
Tucson, Ariz.



These concrete masonry homes in the Yale Estates development, Tucson, Ariz., are well suited to the rugged mountain backdrop.





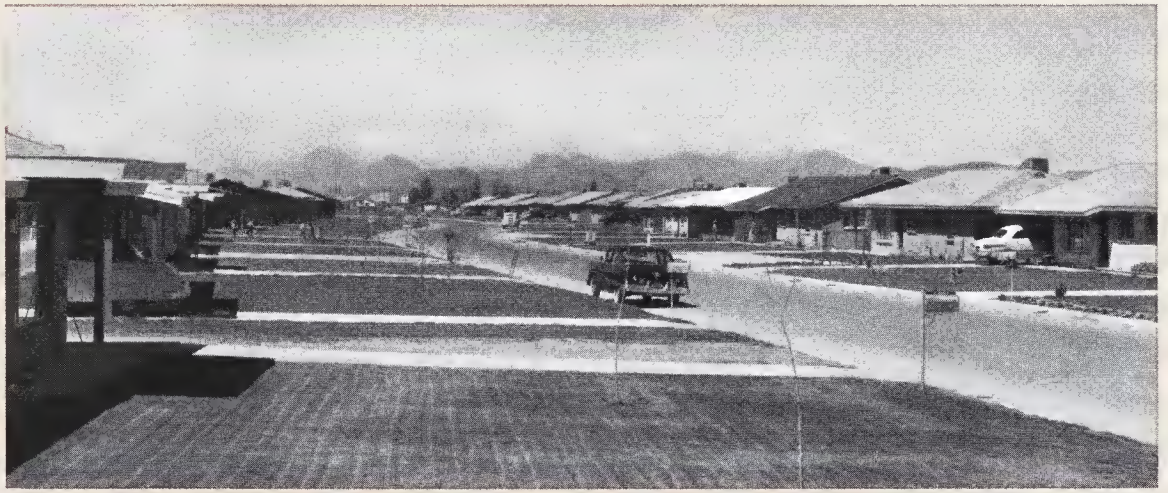
The three-bedroom houses in Yale Estates have more than 1,200 sq.ft. of living space. Floors are concrete slab covered with composition tile.

San Paulo Subdivision · Tucson · Ariz.

"INSULATING QUALITIES OF CONCRETE MASONRY GIVE US AN IMPORTANT SALES ADVANTAGE"

"In the Tucson area, homes are predominantly of masonry construction. Concrete masonry costs less than competitive masonry, both in materials and construction costs. The savings permit us to give the homebuyer more living space for his purchase price. We find that larger living areas are an increasingly important sales feature in the current market. Finally, in our hot desert climate the excellent insulating qualities of concrete masonry give us an important sales advantage over competitive masonry materials."

J. H. WATSON, *secretary,*
L & W Construction Co., Inc.,
Tucson, Ariz.





All of the houses in San Paulo Subdivision, Tucson, Ariz., built by the L & W Construction Co., Inc., have concrete masonry walls laid in 4-in. high courses and painted with portland cement paint. Floors are concrete slab. Concrete driveways and covered carports are additional features. The homes have three bedrooms, one and three-fourths baths, and over 1,400 sq.ft. of living area, with more than 2,200 sq.ft. under roof. Price range is from $12,000 to $13,000.



Lauderdale Isles, Fort Lauderdale, Fla.

CONCRETE MASONRY HOMES HAVE "EXCELLENT CUSTOMER ACCEPTANCE"

"Lauderdale Isles, the latest waterfront project of our company, is an excellent example of our highly successful use of concrete block and stucco construction.

"During the many years we have been in business in South Florida, we have built more than 2,500 homes, all with exterior walls of concrete block and stucco. This type of construction has excellent customer acceptance, is very economical, and requires minimum upkeep expense."

GEORGE W. GILL, JR., *manager,*
Gill Construction Co.,
Fort Lauderdale, Fla.



Lauderdale Isles is a modern development near Fort Lauderdale, Fla. The homes are built on 60-ft. lots, most of which are on waterways that connect with a deep channel to the ocean. All waterfront lots are landscaped and are protected with a concrete seawall.





Whether split-level or one-story, the homes in Lauderdale Isles are attractive and modern.

Have you seen this new booklet?



Concrete Masonry Homes for Better Living contains four-color photographs of many concrete masonry homes, together with floor plans. Exterior and interior views show the many attractive patterns, textures and colors that can be obtained with modern concrete masonry.

With this versatile material you can build handsome walls with the modern look that attracts and sells prospective home-buyers.

The economy of concrete masonry construction is another advantage. The "in-place" cost of concrete masonry is usually lower than for other types of masonry.

For a copy of *Concrete Masonry Homes for Better Living* write the Portland Cement Association, 33 West Grand Ave., Chicago 10, Ill. Available only in the United States and Canada.

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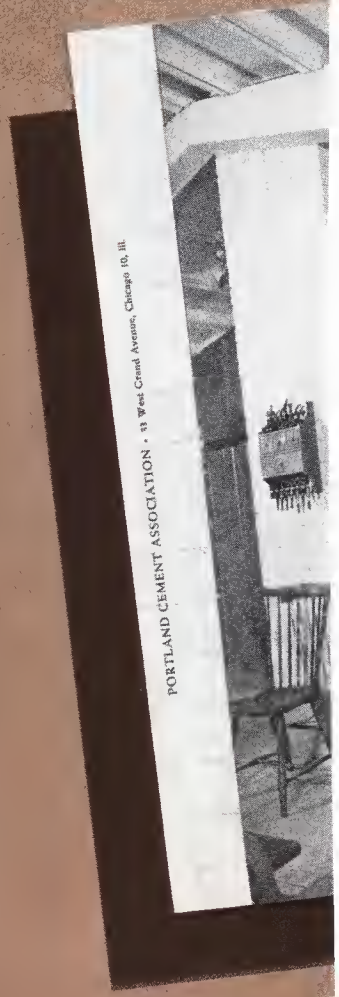
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